LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC.
AD# BCK207-C4 REQ# M19879 "SMOKE BUCKS SAVE MONEY" PG 4/C (5-5/8 X 7-3/4) T.V GUIDE, 1991
Printed in U.S.A.

SMOKE BUCKS SAVE MONEY

Full rich flavor, not full price.

Available in Kings & Kings Lights

© Philip Morris Inc. 1990

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Mfr's. suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine—Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

2061192837

Source: https://www.industrydocuments.ucsf.edu/docs/ljkx0001

2061192837